

TO: Tourism Advisory Committee

FROM: David Kleitsch, Economic Development Director

DATE: February 8, 2013

SUBJECT: Director's Report

Lynnwood Lodging Tax Revenue

There is good news regarding lodging tax revenues. For December 2012 revenues were \$46,675, which is 6.5% better than December of 2011. Annual Lynnwood lodging tax revenues for 2012 total \$529,803 which is \$18,060 greater than the same time last year.

Legacy Development: Homewood Suites

Building permits have been issued for the Homewood Suites project on Alderwood Mall Parkway. The hotel will be 6 stories and include 165 suites. Completion is anticipated for the fourth quarter 2014.

FY2013-2014 Tourism Work Program Update

The 2013 tourism work program calls for a "refresh" of the Tourism web site. Currently, Blizzard Internet Marketing manages the website. An RFP for these services is being prepared and will be issued in the first half of 2013.

The work program also includes an update of the "Start Here" brochure. Input from the Committee on the overall look and content of the brochure will be requested in the upcoming months.

Print advertising agreements for 2013 have been executed with the following publications; many of these include a web presence. The advertisements address target markets identified in the work program:

PUBLICATION	MONTHS	COMMENTS
National Geographic Traveler	April/May	
Group Tour Magazine	Winter/Spring/Fall	Includes web and editorial
Student Group Tour Magazine	Winter/Spring/Fall	Includes web and editorial plus video
Groups Today	6 insertions/ bi monthly publication	Includes web and editorial
Scenic WA State Guide	Annual	Ad plus spot in "When You Go" and Listing in Hotel Grid
WSLA State Guide	Annual	Includes web
Vancouver Sun and Province	March, July, November	Washington Travel Feature
Sports Destination Management	March/April	Includes 12 month web listing
2013 SCTB Guide	Annual	Includes 1 eblast and on-line publication

Next meeting: March 14, 2013